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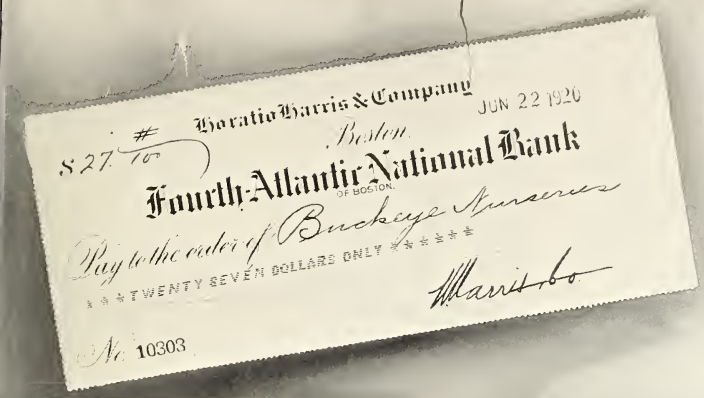
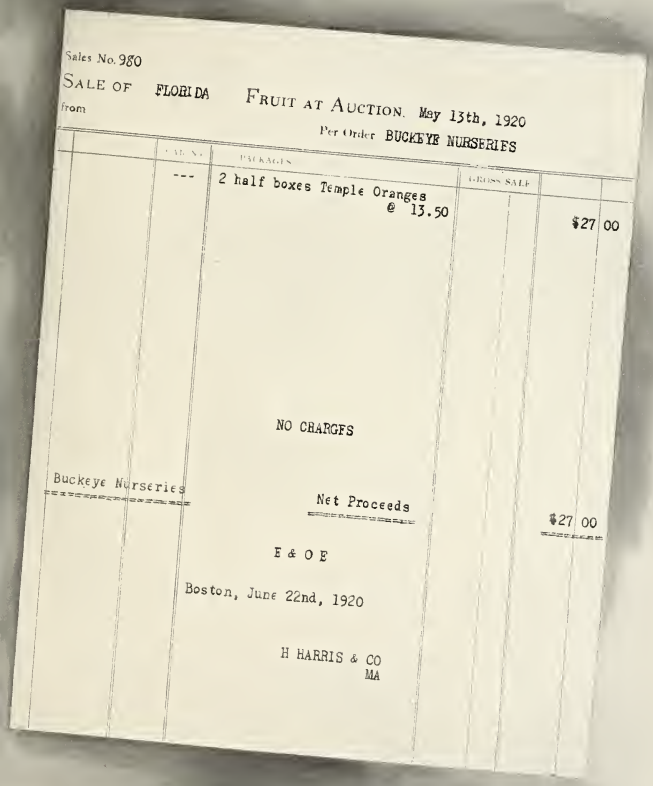

Horatio Harris & Company
Boston.
JUN 22 1920
$27.00
Fourth-Atlantic National Bank
OF BOSTON.
Pay to the order of Buckeye Nurseries
TWENTY SEVEN DOLLARS ONLY
H Harris & Co.
No. 10303


Sales No. 980
SALE OF FLORIDA FRUIT AT AUCTION. May 13th, 1920
from
Per Order BUCKEYE NURSERIES

| CAR No. | PACKAGES | GROSS SALE | |
|---|---|---|---|
| --- | 2 half boxes Temple Oranges @ 13.50 | | $27 00 |

NO CHARGES

Buckeye Nurseries — Net Proceeds — $27 00

E & O E

Boston, June 22nd, 1920

H HARRIS & CO
MA

# $27.00 A BOX FOR TEMPLE ORANGES

WHEN introducing the Temple orange to the citrus growers of Florida, we quoted a leading fruit auction man, who had seen specimens of the fruit, as follows:

"The head of perhaps the greatest fruit auction in the world, when ordinary Florida oranges were selling at from $2.75 to $3.50 a box, said he would guarantee $10 a box for Temples by the carload."

The check and account sales herewith reproduced show that the first commercial shipment of Temple oranges was sold on the Boston auction for $27 a box. There could hardly be a stronger testimony to the splendid merits of this wonderful new orange.

BUCKEYE NURSERIES
TAMPA, FLORIDA

Sturdy specimens of Temple trees in Buckeye Nurseries

## PREDICTS BIG SALE AND HIGH PRICES

*Established 1892* *Incorporated 1912*

T. C. BOTTOM PRODUCE COMPANY
POTATOES AND APPLES IN CAR LOTS A SPECIALTY
216-217 Produce Exchange Bldg.

Kansas City, Mo., *May 15, 1920.*

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* I received the sample of the Temple orange, showed it to several fruit men, we opened it and it is certainly a wonderful orange, very heavy in weight, and with a flavor that is delicious. The fruit men here were very enthusiastic over it, and predict a big sale on these oranges and at a high price.

I think it is a capital idea to have the little trade mark stamp to put on each orange. Mr. Wilson, the man in charge of my grove, states that the Temple trees are doing fine, and I feel sure that I will have a grove one of these days that I shall be proud of.

Yours truly,

T. C. BOTTOM.

## A WONDERFUL FUTURE BEFORE IT

SACO-LOWELL SHOPS
Textile Machinery

Boston, Mass., *March 3, 1920.*

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* I take this opportunity of expressing my thanks for the privilege of seeing the Temple orange tree at Winter Park a few days ago.

I was much impressed with the beauty of the orange, its color, size, and general regal appearance.

It seems to me that this orange has a wonderful future before it, and I congratulate you upon the success you have had and are likely to have with it.

Yours very truly,

[Signed] F. J. HALE.

Block of Temple tre

# An Unprecedented
# of the Tem

OUR KNOWLEDGE of the merits of the Temple orange and our faith in the benefits to the citrus industry from its introduction combined to cause us to anticipate a tremendous demand for trees and our production plans were made accordingly.

Now we must admit that we had no adequate idea of the popularity of the Temple, and that the call for trees has far exceeded our expectations. We are propagating and producing trees by the hundreds of thousands but so far the demand has been away in advance of our output and at this date it is steadily increasing.

All Buckeye trees must conform to the standards of excellence that we have been forty years in establishing. Our production always will be limited to the quantities that we can grow with complete assurance as to the quality. While we want to supply Temple trees to all our friends who desire to plant them, we will not take any chances of inferior specimens in order to give the required output.

So we are putting on the market Temple trees only so

*Tampa, Florida, Nov. 1, 1920.*

BUCKEYE

Established 1880. Larges

Land prepared for part of planting o

one of our Nurseries

# Demand for Trees
# ple Orange

fast as we can under the methods we consider essential for the maintenance of Buckeye quality. The enforcement of this policy means that in some cases persons desiring to make large plantings of the Temple may have to wait a year or two for part of the trees. But it will mean also that when the trees are delivered, they will have all the vigor and healthfulness of the trees that have made Buckeye quality a household word throughout the citrus belt.

Orders for Temple trees must be filled in the same rotation as received by us, except in that we may limit the quantities supplied for large plantings that more may be available for operations of average size. We are now making bookings for extensive groves subject to shipment in part two or three years hence. So far as possible, smaller orders will be filled more promptly, to assist in giving a wide distribution to the new variety. However, the prompt placing of orders is essential and we urge that you lose no time in advising us of your wants in the way of Temple trees, that we may give them due consideration.

## NURSERIES

xclusively Citrus Nurseries in the World

200,000 Temple trees in one grove

"Close up" of growing Temple trees in nursery rows

### TRANSCENDS ALL EXPECTATIONS

BILTMORE ESTATE

*Office of Superintendent*

Biltmore, N. C., *May 8, 1920.*

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* It was very kind and considerate of you to send us a sample of the Temple orange, which arrived last evening in perfect condition. It was a beautiful specimen, the first we have seen of this remarkable variety, which transcends all of our ideas and expectations, although we were expecting much and had planted a hundred trees in faith of the indorsements of yourselves and others.

The high, glowing color of this orange, its distinctive appearance, extreme weight, juiciness and tenderness of flesh, make a combination of qualities surpassing all former standards of excellence. We will plan to plant more of the Temple orange—it's a winner!

Truly yours,

BILTMORE NURSERY,

[Signed] C. D. BEADLE.

### WILL OUTSELL ANY OTHER ORANGE

G. B. HOUGHTON & CO.

47 Commercial Street

Boston, Mass., *July 16, 1920.*

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* The Temple orange handed to us by Mr. Frank L. Ripley of H. Harris & Co., Boston, Mass., was the finest flavored orange ever eaten by us and we've been heavy orange dealers for thirty-one years.

The Temple orange has a *distinctive* color that attracts the eye—a color that will make it *outsell* any orange on the market—a color that will not only get the trade—but will get the price.

In our opinion—the Temple orange is the finest orange on earth.

Very truly yours,

[Signed] G. B. HOUGHTON & CO.

Sturdy specimens of Temple trees in Buckeye Nurseries

Block of Temple trees in one of our Nurseries

"Close up" of growing Temple trees in nursery rows

# An Unprecedented Demand for Trees of the Temple Orange

OUR KNOWLEDGE of the merits of the Temple orange and our faith in the benefits to the citrus industry from its introduction combined to cause us to anticipate a tremendous demand for trees and our production plans were made accordingly.

Now we must admit that we had no adequate idea of the popularity of the Temple, and that the call for trees has far exceeded our expectations. We are propagating and producing trees by the hundreds of thousands but so far the demand has been away in advance of our output and at this date it is steadily increasing.

All Buckeye trees must conform to the standards of excellence that we have been forty years in establishing. Our production always will be limited to the quantities that we can grow with complete assurance as to the quality. While we want to supply Temple trees to all our friends who desire to plant them, we will not take any chances of inferior specimens in order to give the required output.

So we are putting on the market Temple trees only so fast as we can under the methods we consider essential for the maintenance of Buckeye quality. The enforcement of this policy means that in some cases persons desiring to make large plantings of the Temple may have to wait a year or two for part of the trees. But it will mean also that when the trees are delivered, they will have all the vigor and healthfulness of the trees that have made Buckeye quality a household word throughout the citrus belt.

Orders for Temple trees must be filled in the same rotation as received by us, except in that we may limit the quantities supplied for large plantings that more may be available for operations of average size. We are now making bookings for extensive groves subject to shipment in part two or three years hence. So far as possible, smaller orders will be filled more promptly, to assist in giving a wide distribution to the new variety. However, the prompt placing of orders is essential and we urge that you lose no time in advising us of your wants in the way of Temple trees, that we may give them due consideration.

*Tampa, Florida, Nov. 1, 1920.*

## BUCKEYE NURSERIES

Established 1880. Largest Exclusively Citrus Nurseries in the World

### PREDICTS BIG SALE AND HIGH PRICES

*Established 1892* *Incorporated 1902*

T. C. BOTTOM PRODUCE COMPANY
POTATOES AND APPLES IN CAR LOTS A SPECIALTY
216-217 Produce Exchange Bldg.

Kansas City, Mo., *May 15, 1920.*

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* I received the sample of the Temple orange, showed it to several fruit men, we opened it and it is certainly a wonderful orange, very heavy in weight, and with a flavor that is delicious. The fruit men here were very enthusiastic over it, and predict a big sale on these oranges and at a high price.

I think it is a capital idea to have the little trade mark stamp to put on each orange. Mr. Wilson, the man in charge of my grove, states that the Temple trees are dwarf line, and I feel sure that I will have a grove one of these days that I shall be proud of.

Yours truly,

T. C. BOTTOM.

### A WONDERFUL FUTURE BEFORE IT

SACO-LOWELL SHOPS
Textile Machinery

Boston, Mass., *March 3, 1920.*

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* I take this opportunity of expressing my thanks for the privilege of seeing the Temple orange tree at Winter Park a few days ago.

I was much impressed with the beauty of the orange, its color, size, and general regal appearance.

It seems to me that this orange has a wonderful future before it, and I congratulate you upon the success you have had and are likely to have with it.

Years very truly,

[Signed] F. J. HALE.

### TRANSCENDS ALL EXPECTATIONS

BILTMORE ESTATE

*Office of Superintendent*

Biltmore, N. C., *May 5, 1920.*

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* It was very kind and considerate of you to send a sample of the Temple orange, which arrived last evening in good condition. It was a beautiful specimen, the finest we have seen of this remarkable variety, which transcends all of our expectations, although we were expecting much and had placed a number of trees in both of the indoor and outdoor citrus groves.

The high, glowing color of the orange, its distinctive [illegible] extreme weight, juiciness and tenderness of flesh, make it a most [illegible] of quality, surpassing all former standards of excellence. We will plan to plant more of the Temple orange [illegible]

Truly yours,

BILTMORE ESTATE,

Superintendent C. D. Beadle.

### WILL OUTSELL ANY OTHER ORANGE

C. B. HOUGHTON & CO.
[illegible]

Boston, Mass., [illegible]

BUCKEYE NURSERIES, Tampa, Fla.

*Gentlemen:* The Temple orange handed to me by Mr. [illegible] Ripley of H. Hunter & Co., Boston, Mass., was the finest [illegible] ever eaten by myself and we've been here [illegible] thirty-one years.

The Temple orange has a rich [illegible] color that attracts [illegible] a color that will make it outsell any orange on the market [illegible] that will not only sell the trees but sell [illegible]

In our opinion the Temple orange [illegible] proposition.

Very truly yours,

Superintendent C. B. Houghton & Co.

Land prepared for part of planting of 200,000 Temple trees in one grove

Three-year-old Temple tree in our Groves at Winter Haven

# Some Recent Expressions of Growers as to the Temple

Another three-year Temple tree—midsummer picture. Note fruit

## BEYOND COMPARISON IN GOOD QUALITY

M. G. Kains, *Horticultural Consultant, Nursery Representative, Lecturer*
L. S. Kains, *Superintendent*
ATLANTA FRUIT FARM
Pomona, N. Y.
M. G. Kains & Son, *Proprietors*

Pomona, N Y., *May 23, 1920.*

Buckeye Nurseries, Tampa, Fla.

*Gentlemen:* The Temple oranges arrived in prime condition. I have never eaten any orange that compares with it in juiciness, flavor, or in any other way of goodness. It has so favorably impressed me that I would like to know if you sell cases direct by express to northern families.

Among my clients are several wealthy men whom I am endeavoring to supply with choicest varieties of fruit trees for their home orchards. It has occurred to me that perhaps some of them might like to buy the Temple orange either direct from you or from your New York agent, if you have one. I will gladly call their attention to you and the orange, giving them the name of your firm or your agent and recommend to them a trial order, or I will give you their addresses on the sole condition that if you circularize them you will mention that I have given you their names, because you see I want them to know that I recommend the fruit on its merits.

Yours very truly, [Signed] M. G. Kains.

## THE DEEP RED COLOR IS BEAUTIFUL

HARDWICK & MAGEE COMPANY
Manufacturers of Rugs and Carpets

Philadelphia, Pa., *May 15, 1920.*

Buckeye Nurseries, Tampa, Fla.

*Gentlemen:* I received the samples of Temple orange. The color is high, it peels freely, segments part easily and the flavor is fine. The shape is more like the King than the round orange.

One of our people said the deep red color is beautiful and we could use this shade in our rugs.

I thank you for this sample and wish you abundant success in your propagation of this fine variety. Yours very truly,

[Signed] John Kendig.

## IN A CLASS BY ITSELF

THE GULF FERTILIZER COMPANY

Tampa, Fla., *Feb. 5, 1920.*

Buckeye Nurseries, Tampa, Fla.

*Gentlemen:* Today was an eye-opener with me in the way of citrus fruits. Seeing the parent tree now loaded with fruit of pigeon-blood color and flavor of the best, puts the Temple in a class by itself.

I am sure there is a great future in store for the Temple. It has not only come to stay, but it will be the leader of citrus fruits in the United States. Yours respectfully,

The Gulf Fertilizer Co.,
[Signed] L. R. Woods, *President.*

## THE TEMPLE IS CERTAINLY FINE

FLORIDA RANCH & DAIRY CORPORATION
(Curtiss-Bright Ranch)

Miami, Fla., *May 7, 1920.*

Buckeye Nurseries, Tampa, Fla.

*Gentlemen:* Today we received a sample of the Temple orange, which certainly was fine. Many thanks.

We would appreciate very much, if you would send a sample to our two directors, as we are sure they would like to test an orange of the kind we have planted on our ranch. Yours truly,

Curtiss-Bright Ranch,
[Signed] James H. Bright.

## SURPASSES IN FLAVOR AND QUALITY

CARLO BONARDI G. ORSI

BONARDI, ORSI & CO.
Wholesale Dealers
Foreign and Domestic Fruits
*Telephone, 1359 Richmond* 110-112 Commercial Street

Boston, Mass., *June 16, 1920.*

Buckeye Nurseries, Tampa, Fla.

*Gentlemen:* We have sampled the famous Temple orange and have no hesitancy in declaring it to surpass in flavor and quality any orange we had heretofore tasted. Yours truly,

[Signed] Bonardi, Orsi & Co.

Bearing Grove of three-year-old Temple orange trees owned by Buckeye Nurseries